C L A I M   A M E N D M E N T S
C L E A N   F O R M

Please **AMEND** the claims as follows:

15.   (AMENDED) The method of claim 14 in which the step of outputting an offer is performed only if the number of times that the customer has purchased an issue of the periodical exceeds a predetermined threshold.

20.   (AMENDED) A method for establishing a subscription to a periodical, comprising:

optically scanning, at a POS terminal, a bar code that indicates a periodical;

determining an issue price of the periodical;

determining if the POS terminal can initiate a subscription for the periodical;

outputting an offer for one of an issue of the periodical and a subscription to the periodical, the offer including the issue price and the subscription price;

receiving a response to the offer, the response indicating one of the issue and the subscription; and

adding the subscription price to a purchase price if the response indicates the subscription.

50.   (AMENDED) A computer readable medium encoded with processing instructions for implementing a method performed by a computer for establishing a subscription to a periodical, the method comprising:

optically scanning, at a POS terminal, a bar code that indicates a periodical;

determining an issue price of the periodical;

determining if the POS terminal can initiate a subscription for the periodical;

outputting an offer for one of an issue of the periodical and a subscription to the periodical, the offer including the issue price and the subscription price;

receiving a response to the offer, the response indicating one of the issue and the subscription; and

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adding the subscription price to a purchase price if the response indicates the subscription.

51.   (AMENDED) An apparatus for establishing a subscription to a periodical, comprising:

means for optically scanning, at a POS terminal, a bar code that indicates a periodical;

means for determining an issue price of the periodical;

means for determining if the POS terminal can initiate a subscription for the periodical;

means for outputting an offer for one of an issue of the periodical and a subscription to the periodical, the offer including the issue price and the subscription price;

means for receiving a response to the offer, the response indicating one of the issue and the subscription; and

means for adding the subscription price to a purchase price if the response indicates the subscription.

Please **ADD** the following new claims:

60.   (NEW) A method comprising:

receiving an identifier that indicates an issue of a periodical being purchased;

determining if there is a subscription price stored for the periodical; and

outputting an offer for a subscription to the periodical if there is a subscription price stored for the periodical.

61.   (NEW) A method comprising:

receiving an identifier that indicates an issue of a periodical being purchased;

determining if the POS terminal can initiate a subscription for the periodical; and

outputting an offer for a subscription to the periodical.

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62.   (NEW) A method comprising:

receiving an identifier that indicates an issue of a periodical being purchased; and

outputting an offer of a choice between

the issue of the periodical and

a subscription to the periodical.